

U.S. Serial No. 10/605,821

2

Atty. Docket No. INL-0111-PUS

AMENDMENTS TO THE CLAIMS

Please amend and retain each claim in the Application as hereinafter indicated.

1. (Currently Amended) A method for operating a seamless affiliated link system on the Internet, said method comprising the steps of:

- (a) operating a host server having a plurality of non-key Web page documents [[and]] that includes a set of specified key Web page documents;
- (b) defining a set of key uniform resource locators (URLs) to be rewritten by [[a]] said host server as a processing script;
- (c) defining said set of key URLs to correspond to said set of specified key Web page documents as a function of said processing script;
- (d) defining a set of encoded URLs as affiliated URLs;
- (e) defining a set of referring servers as affiliated servers;
- (f) defining a set of identifier files to correspond to said affiliated URLs;
- (g) defining said set of identifier files to identify client Web browsers requesting said affiliated URLs as affiliated clients;
- (h) defining said processing script to process requests for said key URLs, said encoded URLs, and said affiliated clients; [[and]]
- (i) checking an identifier file for a pre-defined affiliated status; and
- (j) in response to a request for a URL, serving one of said key Web page documents if a referring server or a requesting client Web browser is determined to be one of said affiliated servers or one of said affiliated clients, and otherwise serving one of said Web page documents according to said URL as requested, so as to build link popularity and thereby increase the search-engine importance of each said key Web page document on said Internet.

2. (Currently Amended) [[The]] A method [[of]] according to claim 1, wherein checking said identifier for said pre-defined affiliated status further comprises at least one step of: (a) checking an identifier of an encoded URL for pre-defined affiliated URL status, (b) checking an identifier of a referring server for pre-defined affiliated server status, or (c) checking an identifier file of a requesting client browser for affiliated client status.

U.S. Serial No. 10/605,821

3

Atty. Docket No. INL-0111-PUS

3. (Currently Amended) [[The]] A method [[of]] according to claim 1, said method further comprising the step of:

reading one of said set of key Web page documents in response to a non-affiliated server or, if affiliated server status cannot be determined, in response to a non-affiliated client.

4. (Currently Amended) [[The]] A method [[of]] according to claim 3, said method further comprising the step of:

processing said requested key Web page document and writing the output to a client Web browser.

5. (Currently Amended) [[The]] A method [[of]] according to claim 1, said method further comprising the step of:

sending an identifier file to a requesting client Web browser (currently "setting a cookie") in response to said affiliated URLs to identify said requesting client as an affiliated client.

6. (Currently Amended) [[The]] A method [[of]] according to claim 5, said method further comprising the step of:

redirecting said affiliated clients to increase link traffic for said specified key Web page document.

7. (Currently Amended) [[The]] A method [[of]] according to claim 1, said method further comprising the step of:

performing affiliated processing in response to said affiliated server or said affiliated client as a function of said processing script.

8. (Currently Amended) [[The]] A method [[of]] according to claim 7, said method further comprising the step of:

specifying affiliated output for said affiliated server or said affiliated client, wherein said processing script generates a custom output for [[a]] said host server to provide to a client Web browser.

U.S. Serial No. 10/605,821

4

Atty. Docket No. INL-0111-PUS

9. (Currently Amended) [[The]] A method [[of]] according to claim 1, said method further comprising the step of:

recording said requested key Web page document as a uniform resource locator in a search engine.

10. (Currently Amended) [[The]] A method [[of]] according to claim 1, said method further comprising the steps of:

processing client Web browser requests using at least one of server input variables, server environment variables, or browser identifier files; and

generating output to a client using at least one of data files, configuration files, or custom program files.

11. (Currently Amended) A method as in according to claim 1, said method further comprising the step of:

generating an increased importance value of key uniform resource locators for search engines that determine said importance as a function of links and referrals thereto from said referring server or other Web servers.

12. (Currently Amended) A method as in claim 1, said method further comprising the steps of:

retrieving an Identifier through said processing script from a server input variable;  
specifying sending an identifier file to the Web browser or checking for a referring server URL as a function of whether said identifier is a Web browser identifier or a referring server identifier;

retrieving a referring server URL through said processing script from a server environment variable defined in an HTTP specification;

specifying, through said referring server URL, at least one of a processing function to perform or a Web page to process;

requesting an identifier file from said Web browser as a function of a lack of said referring server URL;

retrieving said identifier file from said Web browser, and using said identifier file to specify processing to perform; and

U.S. Serial No. 10/605,821

5

Atty. Docket No. INL-0111-PUS

serving said Web page in response to a lack of said identifier file.

13. (Currently Amended) A seamless affiliated link system for the Internet, said system comprising:

a host server having processing script and also a plurality of non-key Web pages [[and]] in which at least one of said Web pages is a specified key Web page[[],] said host server rewriting each of a set of URLs as a processing script;

wherein said processing script is executable to (i) processes process a request for a URL from a Web browser request by checking a host server input variable, a referring server identifier, and a Web browser identifier file[[],] to thereby determine determine whether said referring server comprises is an affiliated server or a non-affiliated server, or whether said Web browser comprises is an affiliated Web browser or a non-affiliated Web browser, (ii) performs perform affiliated processing in response to said affiliated server or said affiliated Web browser, and (iii) processes process said URL in response to said non-affiliated server or said non-affiliated Web browser; and

wherein said host server serves is operable to serve output to said requesting Web browser in response to said request, said output including either at least one of said non-key Web pages or said at least one specified key Web page if said referring server or said Web browser is determined to be non-affiliated, and said output including at least one [[of]] said at least one specified key Web page if said referring server or said Web browser is determined to be affiliated, and said output otherwise including one of said Web pages according to said URL as requested;

whereby link popularity and the search-engine importance of each said key Web page is increased on said Internet.

14. (Currently Amended) [[The]] A system as in claim 13, said system further comprising:

a client browser requesting a Web page, which activates said referring server; and an affiliated client browser requesting a Web page, which activates said host server.

U.S. Serial No. 10/605,821

6

Atty. Docket No. INL-0111-PUS

15. (Currently Amended) [[The]] A system as in claim 14, wherein said referring server comprises said affiliated server referring a request from said client browser to said host server.

16. (Currently Amended) [[The]] A system as in claim 14, wherein said referring server comprises said non-affiliated server referring a request from said client browser to said host server.

17. (Currently Amended) [[The]] A system as in claim 14, wherein affiliated output is specified within said host server for said affiliated server or said affiliated client, and wherein output specified by said requested URL is generated for said non-affiliated server or non-affiliated client, and wherein said host server serves said output to a client browser as a function of said identifiers.

18. (Currently Amended) [[The]] A system as in claim 13, wherein a search engine spider ~~locates~~ is operable to locate a referring server or said host server.

19. (Currently Amended) [[The]] A system as in claim 13, wherein said Web browser activates is operable to activate a search engine server that locates either a referring server or said host server.

20. (Currently Amended) [[The]] A system as in claim 13, wherein said host server and said Web browser ~~operate~~ are operable on a network using HTTP, POP3, or NNTP.

21. (Currently Amended) [[The]] A system as in claim 13, wherein:  
said host server processes is operable to process client Web browser requests using at least one of server input variables, server environment variables, and browser identifier files[[.]]; and

    said host server generates is operable to generate output to said client using at least one of data files, configuration files, and custom program files.

U.S. Serial No. 10/605,821

7

Atty. Docket No. INL-0111-PUS

22. (Currently Amended) A method for operating a seamless affiliated link system on the Internet, said method comprising the steps of:

(a) requesting receiving a request for a URL from at least one of a referring server or a host server client computer with a Web browser;

(b) checking identifiers of at least one identifier associated with [[of]] said requested URL, said referring server, [[and]] or said requesting client computer Web browser;

(c) determining the affiliation of said referring server or said requesting client computer Web browser in response to based on said at least one identifiers identifier;

~~sending an identifier file and redirecting said requesting Web browser to a specified key Web page in response to said requested URL identifier if said requesting Web browser is determined to be an affiliated Web browser;~~

(d) linking said referring server or said requesting client computer Web browser to a host server comprising that includes [[both]] a plurality of non-key Web pages in which at least one of said Web pages is a and said specified key Web page; and

(e) serving either at least one of said plurality of non-key Web pages or said specified key Web page in response to a non-affiliated if said referring server or a non-affiliated said client computer Web browser is determined to be affiliated. [[;]] and otherwise serving one of said Web pages according to said URL as requested, so as to build link popularity and thereby increase the search-engine importance of each performing affiliated processing in response to at least one of an affiliated server or an affiliated Web browser by serving said specified key Web page on said Internet.

23. (Currently Amended) A method as in claim 22, wherein checking said referring identifier further comprises step (b) is at least partially accomplished by checking a domain name or an Internet Protocol address.

24. (Currently Amended) A method as in claim 22, said method further comprising the step of:

specifying said affiliated referring server or said affiliated client computer Web browser for affiliated processing and output if said referring server or said client computer Web browser is determined to be affiliated, wherein said affiliated processing generates a custom output for [[a]] said host server to provide to [[a]] said client computer Web browser.

U.S. Serial No. 10/605,821

8

Atty. Docket No. INL-0111-PUS

25. (Currently Amended) A method as in claim 22, said method further comprising the steps of:

retrieving [[said]] a requested URL identifier through [[said]] processing script from a host server input variable, as defined in an HTTP specification;

retrieving [[said]] a referring server identifier through said processing script from a host server environment variable, as defined in an HTTP specification; and

retrieving [[said]] a requesting client computer Web browser identifier through said processing script from a browser identifier file, as defined in an HTTP specification.